



YOU should have at least \$2,500 of Life Insurance. Write to-day for pamphlet of the new Excelsior
PROTECTION AND SAVINGS POLICY
THE EXCELSIOR LIFE INSURANCE CO.
WINNIPEG SASKATOON EDMONTON VANCOUVER
(Agents Wanted in Unrepresented Districts)

Buy Your Oats Through Us

We can offer oats in carload lots delivered at any station in the
West at the lowest prices at present.

Consider prompt shipments to
THE OLD RELIABLE GRAIN COMMISSION MERCHANTS
James Richardson & Sons
WINNIPEG CALGARY SASKATOON

Little French Boy

Died Like a Hero

Referred to Give Information to the
Hans Who Shot Him

Lieut. Gen. Sir Robert Baden-Powell, addressing a general meeting of Boy Scouts in Birmingham, said the work done by French Boy Scouts in the neighborhood of the fighting line. A French Boy Scout, 14 years old, was shot in the body of a dead German, found on the body of a dead German, found on the body of a dead German, which follows:

"A traitor has just been shot—a little French boy, belonging to one of those gymnastic societies which wears the tricolor button. The people just fell over him. He wanted to be a hero. A German column was passing along a wooded defile, and the French boy asked whether, as the French were fighting, he could not be allowed to go further. Fire was opened from fire was opened from the cover of the wood. The priest was asked, 'French? I don't know where the cause was in the forest and he did not deny it.' He went with the first step up to a telegraph post, stood up to it, with a green vineyard behind him, and received the volley of fire, putting his hands on his face. Infatuated boy! It was a pity to see such wasted courage."

Wants will render the prettiest damsels unsightly. Clear the exercises of the Holloway's Corn Cure, which acts through painlessly.

An Unfair Advantage

"A scolding girl writing to her Canadian sweetheart last letter: 'What kind of a man is the censor who reads all of my letters and signs his name 'Opened by the censor' on the envelope? I am a fool in her eyes. I am the last to know, whether she is in love with me or not. I am old sweet heart. Infatuated boy! It was a pity to see such wasted courage.'

More Appropriate

"Why do they call them dental partners?"

"I should think it would be more appropriate to call them dental rooms."—Boston Transcript.

Higher Heights to Climb

We are only beginning to realize the danger confronting us, only beginning to understand the full meaning of the slogan, "Save and serve and work and serve." "It is but a little while in the life of a nation; but it is a little while in which all our efforts must be concentrated upon a single purpose. Canada has played a noble part during nearly four years of war, but we must be prepared to climb."—Montreal Gazette.

A GRAND MEDICINE FOR LITTLE ONES

Baby's Own Tablets are a grand medicine for little ones. They are a laxative—but not a purgative—and never fail to regulate the bowels, sweeten the stomach and make baby sleep well. Dr. J. C. Williams, Mrs. Francois Fourier, Tourville, Que., writes: "A mother would recommend them to all mothers; as they never fail." Baby's Own Tablets are sold by medicine dealers or by mail order. Write to Dr. J. C. Williams' Mfg. Co., Brockville, Ont.

The Whole Bird

"To be happy a man needs a wife, a home, a good breadwinner, a good wife, a good home."

"Yes," commented Miss Cayenne, "and the stomach of an ostrich and the other wants the feathers."

—Washington Star.

NO HUMBUG ABOUT THIS CORN REMEDY!

"Will it cure quickly—you bet it will! Any corn you eat will do less. You paint a few drops on the corn, and presto, the pain disappears. It comes away, makes it shrivel up and drop out by the roots. Putumay's Corn cures both a quart in any drug store. Why pay more for something not so good?"

Publishing Business Is Good

Despite War Number of Newspapers Largely Increased

The press of Canada is in a particularly healthy condition as shown by the 1918 edition of the Canadian Year Book. The year book, issued by A. McKim, Limited, advertising agency, of Montreal, Toronto, and Vancouver, says:

"There are 1,499 publications of all kinds now being issued in Canada, as against 1,351 in 1917, and 1,251 in 1916."

"This number is made up of 135 dailies, 5 tri-weeklies, 41 semi-weeklies, 100 semi-monthlies, 228 monthlies, 1 bi-monthly, 20 quarterlies and 2 miscellanea."

"Since the firm of A. McKim, Limited, Canada's oldest advertising agency, has been publishing the Canadian Year Book for 27 years, they have seen the birth of most of these publications, and are in a position to give accurate knowledge of the field in which they are now scattered and growing up."

"The present day condition of the publishing business of Canada is the result of the fact that the Canadian public is in a position to inform the business possibilities of any section of the Dominion. Its gazetteers, maps, atlases, and other information regarding every town and city where a publication is issued, the railroads and waterways touching each place, telegrams, express and telephone lines, and its maps, its supplementary maps, it locates every newspaper town in Canada, and every town where a newspaper is issued, that these towns may readily be visualized by the reader in relation to the geographical features of the area, all over the entire Dominion."

"Never before was the need and opportunity for a publication of this kind in the Canadian market so essential, and the 1918 edition of the Canadian Year Book is the result of the fact that a time when such facts as it contains are in great demand by the advertising and publishing business."

"The book itself is well bound, durable and neat—it is indispensable for every office desk and business library in the Dominion."

Sold to standard steel packages by live dealers everywhere.

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES
MICA AXLE GREASE
"Longhorns leather life."

Overcomes leather's worst enemies—water and dirt. It makes harness pliable and waterproof, prevents breaking, cracking and imparts that rich black lustre to all dark dressed leather.

Sold to standard steel packages by live dealers everywhere.

Most of Japan's pearl divers are women, who begin to learn the trade at the age of 13 or 14.

A Mental Error

Where the Passenger Was When He Wasn't

A well-known provincial paper in England made itself responsible for the following story:

The tramcar was hopelessly overcrowded, and several people, who had been gazing at all regulations by standing. "Now, then," called out the girl with emphasis, "you can't stand on top."

"Well," said one, literally, smiling blandly as he peered down the steps, "we are standing, whether we can or not."

The girl answered nothing, but jumped forward, and the literalist involuntarily took a seat on the steps. "I am a girl," said the girl, "and I am complete good humanizing the haracter in a famous play, 'you can't sit on me, but you can't stand on me either.'

—Montreal Gazette.

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Bob Long
UNION MADE
OVERALLS
SHIRTS & GLOVES

KNOW FROM COAST TO COAST
R. G. LONG & CO.
MONTREAL
CANADA

My Dad wears 'em

KNOW FROM COAST TO COAST
R. G. LONG & CO.
MONTREAL
CANADA

How to Make Potato Butter

Potato butter is recommended by the British ministry of food as an

undersecretary of state and

the minister of agriculture.

It is a most distressing affec-

tion, and many are prone to it.

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A Decent Form of Polygamy

The question of allowing Germans to marry more than one wife is being

considered very seriously as it is

the only remedy for the shortage

of German fathers. Germany has

one of the largest percentages of

single men in the world.

"The German government has

proposed a law to that effect.

"Dr. William Fuchs, writing in

the *Frankfurter Zeitung*, says:

"Decree is not only shame, it is

the end, the finish, of German great-

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been created for the sake of the

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